UNITED STATES PATENT APPLICATION

FOR

## FEEDBACK CANCELLATION IN A NETWORK-BASED TRANSACTION FACILITY

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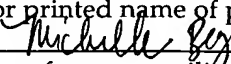
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# FEEDBACK CANCELLATION IN A NETWORK-BASED TRANSACTION FACILITY

## FIELD OF THE INVENTION

[0001] The present invention relates generally to the field of e-commerce and, more specifically, to the cancellation of feedback received from users of a network-based transaction facility.

## BACKGROUND OF THE INVENTION

[0002] In addition to access convenience, one of the advantages offered by network-based transaction facilities (e.g., business-to-business, business-to-consumer and consumer-to-consumer Internet marketplaces and retailers) and on-line communities is that participants within such facilities or communities may provide feedback to the facility, to other users of the facility and to members of an on-line community regarding any number of topics.

[0003] For users of a network-based transaction facility, such as an Internet-based auction facility, feedback regarding other users is particularly important for enhancing user trust of the transaction facility. Indeed, a history of positive feedback for a trader that routinely uses an Internet-based auction facility may be particularly valuable and useful in providing other traders with a degree of confidence regarding a specific trader. Accordingly, a positive feedback history may establish the credibility and trustworthiness of a particular trader within an on-line trading community. Similarly, a history of negative feedback may discourage other traders from transacting with a specific trader.

## SUMMARY OF THE INVENTION

[0004] According to one aspect of the present invention, an exemplary method includes receiving a request to cancel feedback pertaining to a transaction in a network-based transaction facility from a first party to the transaction, determining whether feedback cancellation criteria are satisfied, and canceling the feedback pertaining to the transaction if the feedback cancellation criteria are satisfied.

## BRIEF DESCRIPTION OF THE DRAWINGS

[0005] The present invention is illustrated by way of example and not limitation in the figures of the accompanying drawings, in which like references indicate similar elements and in which:

[0006] **Figure 1** is a block diagram illustrating an exemplary network-based transaction facility in the form of an internet-based auction facility.

[0007] **Figure 2** is a database diagram illustrating an exemplary database for the transaction facility.

[0008] **Figure 3** is a diagrammatic representation of an exemplary transaction record table of the database illustrated in **Figure 2**.

[0009] **Figure 4** is a diagrammatic representation of an exemplary feedback table of the database illustrated in **Figure 2**.

[0010] **Figure 5** is a diagrammatic representation of an exemplary feedback details table of the database illustrated in **Figure 2**.

[0011] **Figure 6** is a block diagram of one embodiment of a feedback cancellation module.

[0012] **Figures 7-9** are flow diagrams of exemplary methods performed by the feedback cancellation module.

[0013] **Figures 10 - 24** illustrate exemplary user interfaces.

[0014] **Figure 25** is a block diagram of an exemplary computer system that may used to practice embodiments of the present invention.

DETAILED DESCRIPTION

[0015] A method and system for canceling feedback in a network-based transaction facility are described. In the following description, for purposes of explanation, numerous specific details are set forth in order to provide a thorough understanding of the present invention. It will be evident, however, to one skilled in the art that the present invention may be practiced without these specific details.

## Terminology

[0016] For the purposes of the present specification, the term "transaction" shall be taken to include any communications between two or more entities and shall be construed to include, but not be limited to, commercial transactions including sale and purchase transactions, auctions and the like.

## Transaction Facility

[0017] **Figure 1** is block diagram illustrating an exemplary network-based transaction facility 10 that includes one or more of a number of types of front-end servers, namely page servers 12 that deliver web pages (e.g., markup language documents), picture servers 14 that dynamically deliver images to be displayed within Web pages, listing servers 16, CGI servers 18 that provide an intelligent interface to the back-end of facility 10, and search servers 20 that handle search requests to the facility 10. E-mail servers 21 provide, *inter alia*, automated e-mail communications to users of the facility 10.

[0018] The back-end servers include a database engine server 22, a search index server 24 and a credit card database server 26, each of which maintains and

facilitates access to a respective database.

[0019] The facility 10 may be accessed by a client program 30, such as a browser (e.g., the Internet Explorer distributed by Microsoft Corp. of Redmond, Washington) that executes on a client machine 32 and accesses the facility 10 via a network such as, for example, the Internet 34. Other examples of networks that a client may utilize to access the auction facility 10 include a wide area network (WAN), a local area network (LAN), a wireless network (e.g., a cellular network), or the Plain Old Telephone Service (POTS) network.

## Database Structure

[0020] **Figure 2** is a database diagram illustrating an exemplary database 23, maintained by and accessed via the database engine server 22, which at least partially implements and supports the network-based transaction facility 10 such as an Internet-based auction facility. It should be noted that while some embodiments of the present invention are described in the context of an auction facility, it will be appreciated by those skilled in the art that the invention will find application in many different types of computer-based, and network-based, commerce facilities.

[0021] The database 23 may, in one embodiment, be implemented as a relational database, and includes a number of tables having entries, or records, that are linked by indices and keys. In an alternative embodiment, the database 23 may be implemented as collection of objects in an object-oriented database.

[0022] Central to the database 23 is a user table 40, which contains a record for each user of the network-based transaction facility 10 such as an Internet-based auction facility. A user may operate as a seller, buyer, or both, within the facility 10.

The database 23 also includes item tables 42 that may be linked to the user table 40. Specifically, the tables 42 include a seller items table 44 and a bidder items table 46. A user record in the user table 40 may be linked to multiple items that are being, or have been, auctioned via the facility 10. A link indicates whether the user is a seller or a buyer with respect to items for which records exist within the item tables 42. The database 23 also includes a note table 48 populated with note records that may be linked to one or more item records within the item tables 42 and/or to one or more user records within the user table 40. Each note record within the table 48 may include, *inter alia*, a comment, description, history or other information pertaining to an item being offered via the facility 10, or to a user of the facility 10.

[0023] A number of other tables are also shown to be linked to the user table 40, namely a user past aliases table 50, a feedback table 52, a feedback details table 53, a bids table 54, an accounts table 56, an account balances table 58 and a transaction record table 60.

[0024] **Figure 3** is a diagrammatic representation of an exemplary embodiment of the transaction record table 60 that is populated with records, or entries, for completed, or ended, transactions (e.g., auctions) that have been facilitated by the facility 10. The table 60 includes a transaction identifier column 62 that stores a unique transaction identifier for each entry, and an end date column 64 that stores a date value indicating, for example, a date on which a transaction was established. A bidder column 66 stores a user identifier for a bidder (or a purchaser), the user identifier comprising a pointer to further user information stored in the user table 40. Similarly, a seller column 68 stores, for each entry, a user identifier for a seller within the relevant transaction. An item number column 70 stores, for each entry, an item

number identifying the goods or service being transacted, and a title column 72 stores, for each entry, a descriptive title for the relevant transaction or for the item being transacted. A feedback column 73 stores, for each entry, data specifying whether feedback exists for the relevant transaction and whether this feedback is current (i.e., has not been cancelled).

[0025] It should be noted that, in one embodiment, an entry is only created in the transaction record table 60 for transactions that have been established, for example, by the conclusion of an auction process, or by some other offer and acceptance mechanism between the purchaser and the seller.

[0026] **Figure 4** is a diagrammatic representation of an exemplary embodiment of the feedback table 52. The feedback table 52 stores summary information regarding feedback for users of the facility 10. The table 52 includes a user identifier column 74 that stores, for each entry, a user identifier providing a pointer to the user table 40. A total score column 76 stores, for each user entry, a feedback score calculated by subtracting the total number of negative feedback comments received for the relevant user from the total number of positive feedback comments received for that user. A total negative column 78 stores, for each user entry, the total number of negative feedback comments for the relevant user, and a total positive column 80 similarly stores, for each user entry, the total number of positive feedback comments received for that user. A number of retractions column 82 stores, for each user entry, the number of bids that the relevant user has retracted from auctions.

[0027] **Figure 5** is a diagrammatic representation of one embodiment of the feedback details table 53, that is populated with entries reflecting the details of each feedback comment or opinion submitted by a user to the facility 10 regarding another

user or item involved in a transaction. In one exemplary embodiment, users are only permitted to provide feedback pertaining to a transaction upon conclusion of that transaction. The feedback information may pertain to the other user that participated in the transaction, or to the object (e.g., goods or services) that was the subject of the transaction. In an alternative embodiment, comments or opinions are provided regarding an item or service that is offered for sale or regarding an event. In these cases it will be appreciated that a transaction is necessarily required for feedback to be permitted.

[0028] The feedback details table 53 includes an item number column 104 including an item identifier that points to a record within the item tables 42. A comment column 106 stores, for each entry, the actual text of the feedback, comment, or opinion. A type column 108, in one embodiment, stores indication as to whether the comment is positive, negative, neutral, or withdrawn. A date column 110 stores, for each entry, the date on which the feedback, comment or opinion was delivered. A response column 112 stores the text of a response submitted by a user (e.g., a user to which the original comment pertained) in response to the comment text stored in column 106. Similarly, a rebuttal column 114 stores the text of a rebuttal to such a response.

[0029] A feedback provider column 116 stores the user identifier of the user that submitted the original comment, stored in column 106, for the entry. A commentee column 118 stores the user identifier of the user to which comment may have been directed.

[0030] The feedback details table 53 also includes a withdrawal date column 120 that stores, for each withdrawn feedback comment, the date on which this

feedback comment was withdrawn.

[0031] It will be appreciated that further dates and other descriptive information may also populate the feedback details table 53.

## Feedback Cancellation

[0032] Users of the network-based transaction facility 10 are allowed to leave feedback for other users. Feedback provides users of the transaction facility 10 with a degree of confidence regarding a specific user. That is, a positive feedback history may establish the credibility and trustworthiness of a particular user within the transaction facility 10. Similarly, a history of negative feedback may discourage other users from transacting with a specific user. Sometimes, feedback left for a user may not be accurate. For example, a feedback provider may leave a positive feedback by mistake (e.g., a buyer may leave negative feedback to a wrong seller) or the parties to a transaction may have been able to resolve the problem after negative feedback was left. Embodiments of the present invention provide a mechanism for canceling feedback in the transaction facility 10.

[0033] In one embodiment, the transaction facility 10 contains a feedback cancellation module that is responsible for canceling feedback comments previously left by users of the transaction facility 10. **Figure 6** is a block diagram of one embodiment of a feedback cancellation module 600.

[0034] Referring to **Figure 6**, the feedback cancellation module 600 includes a feedback cancellation request receiver 602, a feedback cancellation criteria evaluator 604, a feedback cancellation recorder 608, a feedback user interface (UI) generator 612, and a database 610. The feedback cancellation request receiver 602 is responsible

for receiving a request to cancel feedback from a first user, identifying a transaction associated with the feedback and identifying a second user who was the second party to the transaction. The feedback to be cancelled may include feedback comments left by the first and second users for the relevant transaction. In one embodiment, the transaction is identified using an item number specified by the first user when submitting the request.

[0035] The feedback cancellation criteria evaluator 604 is responsible for evaluating information pertaining to the current feedback cancellation request based on a set of feedback cancellation criteria that encompass various rules for canceling feedback in the transaction facility 10. The rules may require, for example, that at least one feedback comment be associated with the relevant transaction, that the request to cancel feedback be received before an expiration date of the transaction, that each party to the transaction be currently registered with the transaction facility 10, that the feedback cancellation request be below a threshold number of allowed feedback cancellations for each party to the transaction, etc. In one embodiment, the rules require that at least one party agree to cancel feedback.

[0036] In another embodiment, the rules require that both parties agree to cancel feedback. In this embodiment, the feedback cancellation module 600 also includes a feedback cancellation request processor 606 that is responsible for determining whether the second party agrees to cancel feedback for the relevant transaction. In one embodiment, this determination is made by notifying the second party about the request, presenting to the second party information identifying the relevant transaction and feedback left for this transaction, and receiving a confirmation of feedback cancellation from the second party.

[0037] The feedback cancellation recorder 608 is responsible for canceling the feedback if the feedback cancellation criteria are satisfied. In one embodiment, the feedback cancellation recorder 608 cancels the feedback by marking each relevant feedback comment as withdrawn (e.g., by recording the withdrawal date in the feedback details table 53), updating feedback scores (e.g., total score 76, total negative 78 and total positive 80 in the feedback table 52), and marking the transaction as having withdrawn feedback (e.g., in the feedback column 73 of the transaction record table 60).

[0038] The feedback UI generator 612 is responsible for generating various UIs that present feedback information to the users. In one embodiment, when a user requests to see all feedback left for some other user, cancelled feedback (if any) is displayed with a comment indicating that this feedback has been withdrawn.

[0039] **Figure 7** is a flow diagram of one embodiment of method 700 for canceling feedback in a network-based transaction facility. The method may be performed by the feedback cancellation module 600, which may be implemented in hardware, software, or a combination of both.

[0040] Referring to **Figure 7**, method 700 begins with the feedback cancellation request receiver 602 receiving a request to cancel feedback from a first user (processing block 702). In one embodiment, the request includes an item identifier that links the request to a specific transaction. In addition, the feedback cancellation request receiver 602 may use the item number to determine the other party to the transaction and to retrieve all feedback comments provided for this transaction. These feedback comments may be left by the first party and/or the second party.

[0041] At processing block 704, the feedback cancellation criteria evaluator 604

determines whether the feedback cancellation request of the first party satisfies a set of feedback cancellation criteria. As discussed above, the set of feedback cancellation criteria are based on rules that may require, for example, that at least one feedback comment be associated with the relevant transaction, that the request to cancel feedback be received before an expiration date of the transaction, that each party to the transaction be currently registered with the transaction facility 10, that the feedback cancellation request be below a threshold number of allowed feedback cancellations for each party to the transaction, etc.

[0042] If the feedback cancellation request of the first party does not satisfy any of the feedback cancellation criteria, the criteria evaluator 604 creates an error message identifying the problem (processing block 712). If the feedback cancellation request of the first party satisfies all of the feedback cancellation criteria, the feedback cancellation request processor 606 informs the second party of the feedback cancellation request (processing block 706). In one embodiment, the feedback cancellation request processor 606 sends to the second party an email specifying the request and identifying the relevant transaction and feedback left for this transaction. The email may also include a link to a feedback cancellation form that the second party needs to access in order to proceed with the request. In other embodiments, the second party may be notified about the request of the first party using different communication means (e.g., a letter, a voice message, etc.).

[0043] At processing block 708, the feedback cancellation request processor 606 receives from the second party a response to the feedback cancellation request. In one embodiment, the response includes an item number that links the response to

the feedback cancellation request of the first party, and a request of the second party to view detailed information about the relevant transaction.

[0044] At processing block 710, the feedback cancellation criteria evaluator 604 determines whether the response of the first party satisfies the feedback cancellation criteria. For example, the feedback cancellation criteria evaluator 604 may determine whether the response is received before the expiration date of the transaction, that each party to the transaction is currently registered with the transaction facility 10, etc.

[0045] If the response of the second party does not satisfy any of the feedback cancellation criteria, the criteria evaluator 604 creates an error message identifying the problem (processing block 712). If the response of the second party satisfies all of the feedback cancellation criteria, the feedback UI generator 612 presents to the second party information about the transaction and feedback comments left for this transaction (processing block 716).

[0046] At processing block 716, the feedback cancellation request processor 606 determines whether the second party confirms the cancellation of the feedback based on the input provided by the second party. If not, method 700 ends. If so, the feedback cancellation request processor 606 causes the feedback cancellation recorder 608 to cancel the feedback (processing block 720). In one embodiment, the feedback is cancelled by marking each relevant feedback comment as withdrawn, recalculating feedback scores and statistics of both parties, and marking the transaction as having withdrawn feedback to prevent the party who has not yet provided feedback from leaving new feedback.

[0047] In one embodiment, method 700 performed by the feedback cancellation module 600 is divided into an initiator process that is based on interactions with the first party (referred to as a mutual feedback withdrawal (MFW) initiator) and a respondent process that is based on interactions with the second party (referred to as a MFW respondent). **Figure 8** is a flow diagram of one embodiment of a method 800 for performing an exemplary MFW initiator process. Method 800 may be performed by the feedback cancellation module 600, which may be implemented in hardware, software, or a combination of both. Method 800 is discussed with reference to exemplary UIs created by the feedback UI generator 612 and illustrated in **Figures 10-15B**.

[0048] Referring to **Figure 8**, method 800 begins with the feedback UI generator 612 presenting an initial MFW UI to the first party (processing block 802). An exemplary initial MFW UI is shown in **Figure 10**.

[0049] At processing block 804, the feedback cancellation request receiver 602 receives an item number provided by the first party via the initial MFW UI and attempts to identify the transaction and the second party to the transaction based on the item number. If the item number is associated with multiple transactions and multiple second parties (e.g., the first party is a seller who has multiple buyers of the same item), the feedback cancellation request receiver 602 determines that further identification of the transaction is required and retrieves information pertaining to the multiple transactions from the database 610. Alternatively, if the item number is associated with a single transaction, the feedback cancellation request receiver 602 retrieves information about this transaction from the database 610.

[0050] At processing block 806, the criteria evaluator 604 determines whether the feedback withdrawal criteria are satisfied. **Table 1** illustrates exemplary feedback withdrawal criteria used by the criteria evaluator 604.

| Order | Criteria | Condition | Error Message |
|---|---|---|---|
| 1 | Was an item number entered? | Return error if FALSE | Please enter a valid item number. |
| 2 | Is the user signed in and not suspended? | Require sign-in | |
| 3 | Is this a valid item number? | Return error if FALSE | Please enter a valid item number. |
| 4 | Did the user participate in this transaction? | Return error if FALSE | You are not involved in this transaction. |
| 5 | Does a specific transaction need to be identified? (multi-transaction) | **Skip to multi-transaction logic** | |
| 6 | Has feedback already been withdrawn for this transaction? | Return error if TRUE | Feedback for this transaction has already been withdrawn. |
| 6a | Did either party leave feedback for this transaction? | Return error if FALSE | At least one trading partner must leave feedback for this transaction before it can be withdrawn. |
| 7 | Less than 90 days since trxn end or less than 30 days since either party feedback left for this transaction? (does not include reply or follow-ups) | Return error if FALSE | This transaction is past the expiry date for a feedback withdrawal request. |
| 8 | Is the other party in transaction NARU? | Return error if TRUE | The request cannot be completed as the other party in this transaction is no longer a registered user. |
| 9 | MFW request already filed for this transaction? | Return error if TRUE | You have already requested feedback withdrawal for this transaction. |
| 10 | Is this user over their usage limit? | Return error if TRUE | You can request withdrawal for only 15 transactions during a 30-day period. |
| 11 | Has the other party already filed for MFW on this item? | User sees respondent flow if TRUE. | |

**Table 1.**

[0051] If any of the feedback withdrawal criteria are not satisfied, the feedback UI generator 612 displays an error messages (processing block 816). Examples of error messages are included in **Table 1**. **Figures 11A and 11B** illustrate exemplary UIs that present error messages to the user.

[0052] If all of the feedback withdrawal criteria are satisfied and the item

number is associated with multiple transactions (processing block 808), the feedback

UI generator 612 presents to the first party a multi-item MFW UI containing a list of

transactions. **Figure 12** illustrates an exemplary multi-item MFW UI that facilitates

user selection of a specific transaction.

[0053] Upon receiving an identifier of the second party (the respondent)

(processing block 812), the criteria evaluator 604 determines whether the feedback

withdrawal criteria are satisfied (processing block 814). **Table 2** illustrates exemplary

feedback withdrawal criteria used by the criteria evaluator 604 for the multi-

transaction items.

| Order | Criteria | Condition | Error Message |
|-------|----------|-----------|---------------|
| 1M | Was a transaction selected? | Return error if FALSE | Please select a transaction. |
| 2M | Is the user signed in and not suspended? | Require sign-in | |
| 6M | Has feedback already been withdrawn for this transaction? | Return error if TRUE | Feedback for this transaction has already been withdrawn. |
| 6MA | Did either party leave feedback for this transaction? | Return error if FALSE | At least one trading partner must leave feedback for this transaction before it can be withdrawn. |
| 7M | Less than 90 days since trxn end or less than 30 days since either party feedback left for this transaction? (does not include reply or follow-ups) | Return error if FALSE | This transaction is past the expiry date for a feedback withdrawal request. |
| 8M | Is the other party in transaction NARU? | Return error if TRUE | The request cannot be completed as the other party in this transaction is no longer a registered user. |
| 9M | MFW request already filed for this transaction? | Return error if TRUE | You have already requested feedback withdrawal for this transaction. |
| 10M | Is this user over their usage limit? | Return error if TRUE | You can request withdrawal for only 15 transactions during a 30-day period. |
| 11M | Has the other party already filed for MFW on this item? | User sees respondent flow if TRUE. | |

**Table 2.**

[0054] If any of the feedback withdrawal criteria are not satisfied, the feedback UI generator 612 displays an error messages (processing block 816). If all of the feedback withdrawal criteria for the multi-transaction items are satisfied or the item is associated with a single transaction (processing block 808), the feedback UI generator 612 presents to the first party an initiator review MFW UI that provides information about the transaction and feedback left for this transaction (processing block 818). **Figure 13A** illustrates an exemplary initiator review MFW UI.

[0055] In one embodiment, if the first and second parties have multiple transactions for the same item, the feedback for each of those transactions is to be withdrawn at the same time and information for each of those transactions is included in the initiator review MFW UI as illustrated in **Figure 13B**.

[0056] If the first party decides to proceed further with feedback cancellation, the feedback UI generator 612 presents to the first party a MFW policy UI that provides information about feedback cancellation rules in the transaction facility 10 (processing block 820). **Figure 14** illustrates an exemplary MFW policy UI.

[0057] If the first party confirms the request to cancel feedback (processing block 822), the feedback cancellation request processor 606 sends emails to the first party confirming the request and to second party notifying about the request. **Figures 21 and 22** illustrate exemplary emails sent to the first and second parties respectively.

[0058] In addition, the feedback UI generator 612 presents a MFW request confirmation UI to the first party (processing block 828). **Figure 15A** illustrates an exemplary MFW request confirmation UI.

[0059] If the first party does not confirm the request to cancel feedback (processing block 822), the feedback UI generator 612 presents a MFW request cancellation UI to the first party (processing block 828). **Figure 15B** illustrates an exemplary MFW request cancellation UI.

[0060] **Figure 9** is a flow diagram of one embodiment of a method 900 for performing an exemplary MFW respondent process. Method 900 may be performed by the feedback cancellation module 600, which may be implemented in hardware, software, or a combination of both. Method 900 is discussed with reference to exemplary UIs created by the feedback UI generator 612 and illustrated in **Figures 16-20**.

[0061] Referring to **Figure 9**, method 900 begins with the feedback UI generator 612 presenting an initial respondent MFW UI to the second party (processing block 902). An exemplary initial respondent MFW UI is shown in **Figure 16**. If the second party accesses the initial respondent MFW UI via email, the item number is included in the UI as illustrated in **Figure 16**. Alternatively, the second party is requested to enter the item number.

[0062] When the second party asks for details of the relevant transaction (processing block 904), the criteria evaluator 604 determines whether the feedback withdrawal criteria are satisfied (processing block 906). Exemplary feedback withdrawal criteria used by the criteria evaluator 604 are illustrated in **Table 1**.

[0063] If any of the feedback withdrawal criteria are not satisfied, the feedback UI generator 612 displays an error messages (processing block 913). Examples of

error messages are included in **Table 1**. **Figure 17** illustrates an exemplary UI that presents an error message to the user.

[0064] If all of the feedback withdrawal criteria are satisfied and the item number is associated with multiple transactions (processing block 908), the feedback UI generator 612 presents to the second party a multi-item MFW UI containing a list of transactions to the first party, as illustrated in **Figure 12**.

[0065] Upon receiving an identifier of the transaction from the second party (processing block 910), the criteria evaluator 604 determines whether the feedback withdrawal criteria are satisfied (processing block 912). **Table 2** illustrates exemplary feedback withdrawal criteria used by the criteria evaluator 604 for the multi-transaction items.

[0066] If any of the feedback withdrawal criteria are not satisfied, the feedback UI generator 612 displays an error messages (processing block 913). If all of the feedback withdrawal criteria for the multi-transaction items are satisfied or the item is associated with a single transaction (processing block 908), the feedback UI generator 612 presents to the second party a respondent review MFW UI that provides information about the transaction and feedback left for this transaction (processing block 914). **Figure 18** illustrates an exemplary respondent review MFW UI.

[0067] If the second party decides to proceed further with feedback cancellation, the feedback UI generator 612 presents to the second party a MFW policy UI that provides information about feedback cancellation rules in the transaction facility 10 as illustrated in **Figure 14**.

[0068] If the second party does not confirm the request to cancel feedback (processing block 918), the feedback UI generator 612 presents a MFW request cancellation UI to the second party (processing block 920). **Figure 20** illustrates an exemplary MFW request cancellation UI.

[0069] If the second party confirms the withdrawal of feedback (processing block 918), the feedback cancellation request processor 606 sends an email to the first party confirming that the request has been successfully completed. **Figure 23** illustrates an exemplary email sent to the first party. In addition, the feedback UI generator 612 presents a MFW success UI to the second party (processing block 922). **Figure 19** illustrates an exemplary MFW success UI.

[0070] Afterwards, the feedback cancellation recorder 608 marks feedback left for the relevant transaction as withdrawn (processing block 924), records the withdrawal date for each relevant feedback comment (processing block 926), and re-calculates feedback scores, rating totals and recent ratings for both parties (processing block 928).

[0071] Subsequently, if any user of the transaction facility 20 requests to view feedback left either for the first or second party, the feedback UI generator 612 presents a feedback review UI that identifies withdrawn feedback comments. **Figure 24** illustrates an exemplary feedback review UI that identifies withdrawn feedback 2402, provides the number 2404 of withdrawn comments, and ratings and statistics 2406 reflecting the withdrawn comments.

## Computer System

[0072] **Figure 25** shows a diagrammatic representation of a machine in the

exemplary form of a computer system 2500 within which a set of instructions, for causing the machine to perform any one of the methodologies discussed above, may be executed. In alternative embodiments, the machine may comprise a network router, a network switch, a network bridge, Personal Digital Assistant (PDA), a cellular telephone, a web appliance or any machine capable of executing a sequence of instructions that specify actions to be taken by that machine.

[0073] The computer system 2500 includes a processor 2502, a main memory 2504 and a static memory 2506, which communicate with each other via a bus 2508. The computer system 2500 may further include a video display unit 2510 (e.g., a liquid crystal display (LCD) or a cathode ray tube (CRT)). The computer system 2500 also includes an alpha-numeric input device 2512 (e.g. a keyboard), a cursor control device 2514 (e.g. a mouse), a disk drive unit 2516, a signal generation device 2520 (e.g. a speaker) and a network interface device 2522.

[0074] The disk drive unit 2516 includes a machine-readable medium 2524 on which is stored a set of instructions (i.e., software) 2526 embodying any one, or all, of the methodologies described above. The software 2526 is also shown to reside, completely or at least partially, within the main memory 2504 and/or within the processor 2502. The software 2526 may further be transmitted or received via the network interface device 2522. For the purposes of this specification, the term " machine-readable medium" shall be taken to include any medium that is capable of storing or encoding a sequence of instructions for execution by the machine and that cause the machine to perform any one of the methodologies of the present invention. The term "machine-readable medium" shall accordingly be taken to included, but not be limited to, solid-state memories, optical and magnetic disks, and carrier wave

signals.

[0075] Thus, a method and system for canceling feedback in a network-based transaction facility have been described. Although the present invention has been described with reference to specific exemplary embodiments, it will be evident that various modifications and changes may be made to these embodiments without departing from the broader spirit and scope of the invention. Accordingly, the specification and drawings are to be regarded in an illustrative rather than a restrictive sense.